



NATIONAL SECURITY AGENCY
CENTRAL SECURITY SERVICE
FORT GEORGE G. MEADE, MARYLAND 20755-6000

FOIA Case: 78461B
26 September 2019

MUCKROCK NEWS
DEPT MR 12474
411A HIGHLAND AVENUE
SOMERVILLE, MA 02144-2516

Dear Mr. Brown:

This responds to your Freedom of Information Act (FOIA) request of 7 July 2014, which was received by this office on 8 July 2014, for "And and all correspondence (emails, memos, outside contracts) regarding the development of the CryptoKids (<http://www.nsa.gov/kids/home.shtml>) and the CryptoKids website (sic)." As previously provided, your request has been assigned Case Number 78461. A copy of your request is enclosed.

Your case has been processed under the provisions of the FOIA and five responsive documents (14 pages) are enclosed. Certain information, however, has been redacted from three of the enclosures.

This Agency is authorized by statute to protect certain information concerning its activities, as well as names of its employees. Such information is exempt from disclosure pursuant to the third exemption of the FOIA, which provides for the withholding of information specifically protected from disclosure by statute. The specific statute applicable in this case is Section 6, Public Law 86-36 (50 U.S. Code 3605). We have determined that such information exists in these records, and we have excised it accordingly.

Since these deletions may be construed as a partial denial of your request, you are hereby advised of this Agency's appeal procedures. You may appeal this decision. If you decide to appeal, you should do so in the manner outlined below. NSA will endeavor to respond within 20 working days of receiving your appeal, absent any unusual circumstances.

- The appeal must be sent via U.S. postal mail, fax or electronic delivery (e-mail) and addressed to:

NSA/CSS FOIA/PA Appeal Authority (P132)
National Security Agency
9800 Savage Road STE 6932
Fort George G. Meade, MD 20755-6932

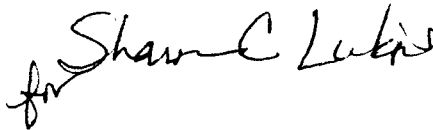
The facsimile number is (443)479-3612.
The appropriate email address to submit an appeal is
FOIARSC@nsa.gov.

- It must be postmarked or delivered electronically no later than 90 calendar days from the date of this letter. Decisions appealed after 90 days will not be addressed.
- Please include the case number provided above.
- Please describe with sufficient detail why you believe the denial of the requested information was unwarranted.

For further assistance and to discuss any aspect of your request, you may contact our FOIA Public Liaison at foialo@nsa.gov. You may also contact the Office of Government Information Services (OGIS) at the National Archives and Records Administration to inquire about the FOIA mediation services they offer. The OGIS contact information is as follows:

Office of Government Information Services
National Archives and Records Administration
8601 Adelphi Road - OGIS
College Park, MD 20740-6001
ogis@nara.gov
Toll free: 1-877-684-6448
Fax: 202-741-5769

Sincerely,

A handwritten signature in black ink, appearing to read "for Shawn C. Lukin".

JOHN R. CHAPMAN
Chief, FOIA/PA Office
NSA Initial Denial Authority

Encls:
a/s

From:
Sent:
To:

Friday, April 16, 2004 4:18 PM

Subject: (U) Kids Meeting concerns

Classification: UNCLASSIFIED//~~FOR OFFICIAL USE ONLY~~

Team,

Good Afternoon! I just wanted to voice some concerns that I feel we should address about the site and our forward progress with it.

Although there was a little bit of discussion today at the meeting, we were not very productive at developing the concept (not the details) of a typical "mission." We also seem to be hung up on whether we are going to go with a mission-based theme like we originally decided, or if we are going to go towards a more "educational" direction that is defined by subjects and certifications, etc. etc.

I know that the thought-process for this site has been shifting towards the latter part of the above sentence, however, it was brought to my attention that we are trying to develop a site with two entirely different foundations/concepts that do not work well together - the idea of a mission (where one would be asked to solve a mystery using cryptologic tools and devices) and the idea of a college (where the user tries to become a cryptologist by learning about different subjects that foster different levels of cryptology). In one excellent example, i was enlightened that we were trying to label the subjects of the mission with titles that are very "schoolish" (math, science, language, etc.) rather than thematic/"mission" type labels that the word mission infers. Titles like Codes 101, Ciphers and Puzzles, etc which are more interesting and fun. And how are we going to tie this all together to make a unified mission for the user - where's the story or what is the goal of the mission?

Confused? i am.

(b) (3) - P.L. 86-36

That's why [redacted] and I are going to rework the two themes that the team has come up with to see if we can make some sense of the themes. Some ideas that we bantered around were developing the site to reflect a "choose your own adventure" book, include "home experiments" and missions that are focused around a story that has to be solved according to the elements that they are given to you in either an envelope, a briefcase, or a laptop (done by age). From here, they go on an adventure with a character to solve different elements of the story while playing games, solving codes and building their own ciphers to collect information and solve the mystery.. sound familiar?? it should - this is what Cryptologists do every day!

Anyways..since we're still in the Brainstorming part of the site we're going to revisit everything at the next meeting. We are not discounting any of the thoughts/ideas that we have already come up with - we're just rethinking our strategy and making sure of the path with which we are going to go on with this site.

My suggestion to the team: please please please go out on the internet and look at children's sites to see how they develop interactive sites for children. This really helps in the brainstorming phase - trust me. Nickelodeon, PBS, Disney, the Simpsons (yes, the simpsons), Speedracer, thundercats...it's all good!!!

I also want to pitch that we start meeting on a more bi-weekly basis with small one-on-one's here and there so that we can make some progress for our team meetings. I know that we do not have a deadline, but i would like to start focusing more on content and certain aspects of the site.

Thanks gang and if you have any concerns, please let me know! Have a good weekend and i will see you in two weeks!

Art Director
963.8220

Classification: UNCLASSIFIED//~~FOR OFFICIAL USE ONLY~~

[REDACTED]
From: [REDACTED]

Sent: Friday, April 16, 2004 4:14 PM

To: [REDACTED]

Subject: (U) Kids Meeting Recap and Action Items for the next meeting

Signed [REDACTED]
By: [REDACTED]

Classification: UNCLASSIFIED//~~FOR OFFICIAL USE ONLY~~

(b) (3) - P.L. 86-36

Team,
Good Afternoon! I just wanted to recap on our meeting this morning and include everyone's items for our meeting.

If you have any additions or concerns, please let me know!

-c

The RECAP

1. The free games were a big hit - especially when [REDACTED] was able to successfully position all six balls in their spots without losing any one of them. Good Job!

2. Trademark Issues ([REDACTED]): We will revisit trademarking our characters once we have solid base designs for each character.

3. Alternate Words for Mission/Agent ([REDACTED]): Addressed alternate words for Mission including the use of Assignment, Task, Duty, and Operation. The team seemed to want to stick with using Mission to define the overall division of the ages.

For Agent, the words analyst, officer, operator, operative did not seem to go over too well. We will continue to think on this wording. It was also suggested that we look at re-defining the "missions" perhaps in the following ways:

Classification I: Intern, Classification II: Analyst, Classification III: Cryptologist

Assignment I: Waterbowl

Codename: Waterbowl

Operation: Waterbowl

Again, something to think over and get back to at the next meeting.

4. Discussion of a teambuild ([REDACTED]) Zoo, Discovery Zone

5. Discussion regarding process user will follow from the first page of the Kids site to the "lobby" where users could choose where they want to go dean's office, awards room, classrooms, etc. [REDACTED]

The team seemed to not come to any conclusions about this section of the site, although some great collaborations did come from it.

6. Discussion of a "Missions" Layout ([REDACTED]): We touched this topic lightly today and were not able to make

05/12/2004

Approved for Release by NSA on 09-26-2019, FOIA Case # 78461

any definitive decisions on the subject matter of the site - how it would be organized. [redacted] did clarify her idea on how to handle the certification process for a mission which can be reviewed in my notes.

We also discussed several types of subjects that could fall under this category, including but not limited to: Foreign Language, Intelligence Analysis, Technical (computer science, math, engineering, physical science), history, and signals intelligence.

Action items for the next meeting on May 14th:

1. [redacted]
a. work on development of how to get a user from the front door of the site to an actual mission (regardless of theme) -

how would you like to see it happen.

- b. character development - crypto cat, decipher dog, waldo "the dubbya" walrus, and perhaps a fourth character that would represent the agency? (time allowing).

2. [redacted]
a. Make contact with outside organizations. Please try to have a list of contacts that are able to help us out. I would also

like to know what subject matter they will be assisting us with. Please remember to tell them that we are interested in

content only - the artistic side will be handled by the team.

(b) (3) - P.L. 86-36

3. [redacted]
a. Develop the two concepts for the theme. This will include Pro's and Con's to the theme, thematic elements and their correlation to the theme, growth and revamping concerns, additional areas (besides just the mission if

appropriate) and anything else that will assist in addressing the different themes. Should/Could we make a third theme

that marries the two themes together?

4. [redacted]
a. Programming programming programming.
b. Further character development for Waldo "the dubbya" Walrus...
c. More programming - Yeah!

Art Director
963.8220

Classification: UNCLASSIFIED//~~FOR OFFICIAL USE ONLY~~

05/12/2004

Illustrations**Career Section (7)**

Engineering (Joules)
 Computer Science (t.top)
 Languages (rosie)
 Intelligence Analysis (CSS SAM)
 Cryptanalysis (Crypto Cat)
 Signals Analysis (Decipher Dog)
 Mathematics (Slate)

Paintball Action shot

Character Profile/Background (7)

An illustration that reflects each character's personality based on the provided background write-up.

- Rosetta Stone (pen pals, world traveler, home schooled, Linguistics)
- Joules (dog:Socket, saxophone, robots, electricity and wiring, engineering)
- Slate (jokes, guitar, music aficionado, board and computer gaming, basketball, volleyball, juggling, mathematics)
- Decipher Dog (football, trackNfield, ice hockey, paintball, reads comp. Magazines, SID/computer networking)
- Crypto Cat (Navajo traditions and culture, movies, friends, volunteer, swimming, field hockey, lax, Frisbee, IAD)
- T. Top (robots, writing computer programs and lives for the internet, computer programming/sciences)
- CSS Sam (intelligence analysis and signals collection, fitness, travel, group mentor, educational volunteer)

Stock Images

Multiple shots of each character to use as stock images for the site. Shots should include:

Character from the left
 Character from the right
 Character straight on

GAME: Concert Crackdown

~~Splash Graphic:~~ Showing Rosetta singing (ie American Idol shot) or Slate wailing on the guitar
 with the group in the background.

~~Instruction Screen Graphic:~~ Slate posing with his electric guitar.

~~Badge Headshots Needed:~~

~~Crypto Cat:~~ Need headshot with CC holding a Microphone in her hand.

~~CSS Sam:~~ 1) Headshot without a helmet on and wearing a plain t-shirt with dog tags (need to be close to his throat)

2) Headshot without helmet on and wearing a plain t-shirt with NO dog tags

~~Band Photo:~~ (group shot with kids posing without instruments) See examples.

~~Group shot~~ will include Rosetta Stone (Lead Singer), Joules (Saxophone player), Slate (electric guitar), T.Top (keyboards) and Decipher Dog (drums).

Illustrations Requested

A. Character Profiles (7 Total)

- ✓ CCat
- ✓ DDog
- ✓ Rosetta Stone
- ✓ T.Top
- ✓ Joules
- ✓ Slate
- ✓ CSS Sam

B. Coloring Pages (8 Total)

- ✓ CCat
- ✓ DDog
- ✓ Rosetta Stone
- ✓ T.Top
- ✓ Joules
- ✓ Slate
- ✓ CSS Sam
- ✓ Group Shot of all CK's

C. Stock Images (Left, Right, Straight-On shots of each character) (21 Total)

D. Rock Concert Game

- ✓ Splash Screen Graphic: Rosetta singing or slate playing the guitar with group in background. (550x400)
- ✓ Instruction Screen Graphic: Slate playing guitar
- Badge Headshots
 1. CSS SAM: Drawn sans helmet with plain OD-Green T-shirt.
 2. CSS SAM: Drawn sans helmet with plain OD-Green T-shirt and Dog Tags.
 3. Crypto Cat: Headshot of CC holding a Mic in her.
 4. B&W Band Photo: Group shot with kids posing without instruments and 'tude).
 - a. Rosetta Stone: Lead Singer
 - b. Joules: Saxophone
 - c. Slate: electric guitar
 - d. T.Top: keyboards
 - e. Decipher Dog: drums

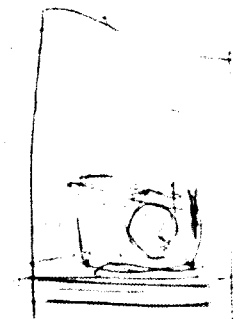
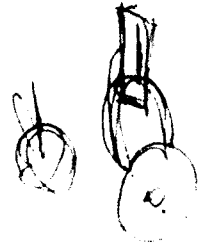
E. Decipher Dog's Cryptic Combo

- Splash Screen Graphic (550x400): Decipher Dog on the left side of the screen with his messenger bag draped over his body and note book in hand. He will be standing in a school hallway with a row of lockers with locks on them to his right. Maybe a school billboard behind him, a tiled floor, and scrunched up paper thrown on the floor.
- Straight-on shot of metal lock with turning dial and hash marks where number would be.
- Outside Locker Shot: Create a straight-on shot of the locker.
 - a. The door should be on a separate layer so that I can animate it opening.
- "Congratulations" Inside Locker Shot: Show shelf with a framed picture of Crypto Cat and Decipher dog on it. There are several items in the background including books, iPod, posters, school pennant, lunch bag, etc.

F. Word Search

- Splash Screen Graphic (550x400): T.Top concentrating his "word search" book with pencil in hand and somewhat serious look on his face. Joules should be laying on the ground with her feet crossed and a pencil in her hand writing in a book that's open faced on the ground.
- Bellytop Monitor Graphic for Word Searches (550x400): Straight-on shot looking at the monitor and keyboard of the Bellytop.

Locker image



[REDACTED]
From: [REDACTED]
Sent: Wednesday, April 07, 2004 8:51 AM
To: [REDACTED]

Subject: (U) Next Kids Meeting - April 16th

Classification: UNCLASSIFIED//~~FOR OFFICIAL USE ONLY~~

(b) (3) - P.L. 86-36

All,
Yesterday [REDACTED] and I met with [REDACTED] to discuss the overall foundation of the future Kids page. It was a very successful meeting and thanks to [REDACTED] we have received the green light to pursue "the big picture." Below you will find the results of the meeting and a few action items that are being prepared for next week.

The next meeting is tentatively scheduled for Friday, April 16th at 9:30am downstairs in the Creative Imaging Conference Room. Is this okay with everyone? If not, please let me know what works best for you and I'll rework the schedule to accommodate everyone.

NOTE: [REDACTED] made the suggestion that we begin having weekly meetings so that we can start chipping away at the site. If everyone is in agreement with this then at the next meeting we will strive to find what time works best for everyone on a consistent basis [REDACTED] and I like Fridays because it's all about letting your hair down and cutting loose). I would like to add that I know everyone on the team is not working on this full time and because of that, I have no problem skipping a few weeks here and there between meetings to accommodate work schedules, vacations, and creativity. As of right now, we are NOT on a deadline and we will keep it this way until we are ready to begin production.

With that said, please let me know if you will be able to make the meeting next week on April 16th at 9:30 in the C.I. Conference Rm.

++++++

Results from April 6th Meeting with [REDACTED]

1. [REDACTED] really liked the teams concepts for the proposed Kids Section. She liked all of the thematic elements, the projected layout and structure of the site/missions, the characters and the way that children would maneuver thru the site.
2. Trademark: We will look at trade-marking Crypto Cat and all of the characters once we have solid, finalized concepts done.
3. Timeline was suggested for the completion of the project - 6/8 months. An official timeline will be thought out and a deadline will be decided on once we have finished the creative part of the website and are ready to begin production.
4. Collecting Resources: Because this is an official NSA project, anyone that we solicit to help us with the site is allowed to work on this during government time. I would like to stress that I would prefer that any extraneous people assist us on a part time basis because this is still considered a low priority by many. Also, when asking people from other organizations to assist us with games, puzzles, etc - please ask them for the actual content of the site [REDACTED] and I will work on the interface/concept for the game to retain the sites look and feel.

Action Items for next week

Everyone: We will be begin breaking down the concept of "THE MISSION" and what steps will be included.

05/13/2004

Approved for Release by NSA on 09-26-2019, FOIA Case # 78461

Also, please come prepared to think about how the end of each mission will be handled in conjunction with the mission itself.

[] Will produce a storyboard for the process a user will take to arrive at the first mission. More character development (boring meeting or time permitting). :)

[] Research alternate words for Mission/Agent; Animal Research for professors and their environments; continued progress with programming; review how CIA and other .gov's handle trademark on their sites; WAR item for DC6:

[] Continue developing content for different sections. [] has the green light to begin pursuing outside help from other organization's. Please try to have some contacts (or at least a list of potential contacts/offices) by next week so that we can get the ball rolling with game/puzzle development.

sorry that this is such a big email, but I just wanted to let everyone know what happened yesterday and that everyone is doing a GREAT job in making this project successful.

Thank you very much!!!!

[]
Art Director

963.8220
[]

(b) (3) - P.L. 86-36

Classification: UNCLASSIFIED//~~FOR OFFICIAL USE ONLY~~

05/13/2004

UNCLASSIFIED ~~FOR OFFICIAL USE ONLY~~**Kids Meeting****March 12, 2004**

- A. Define Team Roles
 - a. Creative
 - i. Creative/Art Director
 - ii. Illustrator/Animator
 - iii. Graphic Designer
 - b. Technical
 - i. Programmer
 - ii. Support
 - c. Content
 - i. Copy Writer
 - ii. Editor
 - iii. POC for collecting information
- B. Site Needs Assessment/Project Direction
 - a. Site Strategy
 - i. Business (what do WE want our audience to get from the site)
 - ii. User (what does audience expect to get from the site)
 - iii. Design (look and feel)
 - b. Brand Values
 - i. What kind of look/approach do we want to go with?
 - c. Technological Limits
 - i. Web Browsers and Resolution
 - ii. Connection Speed
 - iii. Interactivity – what software are we using for the site?
Flash, Director, animated Gif's??
- C. User Profiles
 - a. Health
 - b. Age (s) → *Elementary, Middle, High School*
 - c. Gender
 - d. Education
 - e. Language
 - f. Computer Experience
 - g. Domain Expertise
 - h. Expectations
- D. Site Concepts – what activities would we like to create for the site now and for the future??
 - a. Games
 - b. Cartoons
 - c. Puzzles
 - d. Activities with NSA
 - e. Museum for Children (younger audience)

UNCLASSIFIED ~~FOR OFFICIAL USE ONLY~~

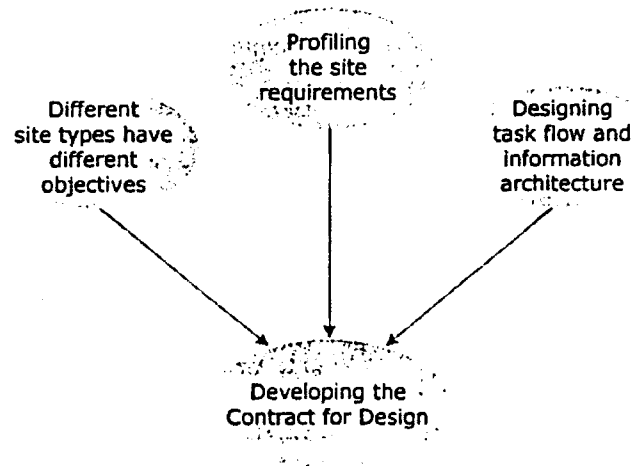
The "Theory-X" Software Engineering Model



Section 2. Overview of User-Centered Analysis

Objectives

- ◆ Capture site goals that drive design strategy
- ◆ Drivers of design
- ◆ Learn how to profile the site requirements quickly
- ◆ Understand the critical elements of a Contract for Design



Site Strategy Drives Design

Commerce Sites:

Business goals

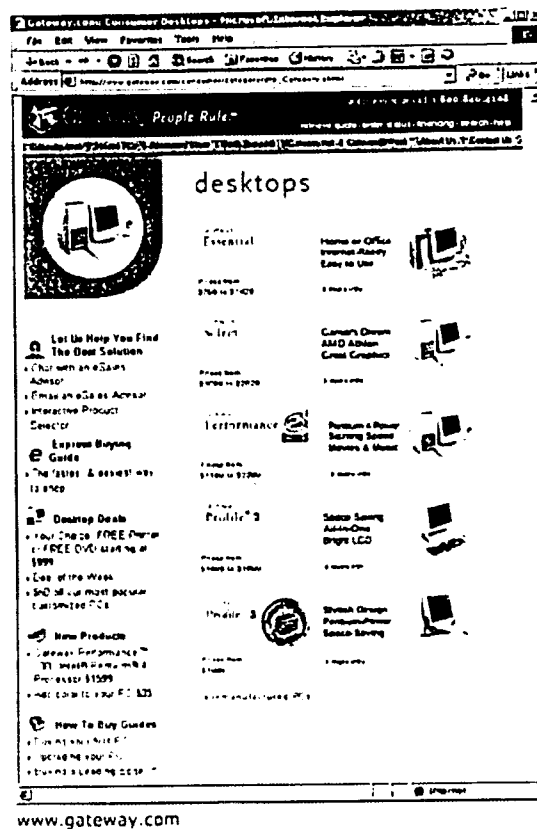
- Generate revenue

User goals

- Research products
- Find good deals
- Buy it with little pain
- Get what they expected

Design goals

- Entice user to buy at every step
- Promote goods deals
- Facilitate research
- Optimize the transaction process
- Provide fulfillment and feedback



There are very different reasons for having a Web presence.

Each rationale drives design directions in different ways.

User Profiles

Characteristic	Variable	Design Implications
Health/age/gender	Visual acuity Motor skills	Font size Color/contrast Position entry device
Education	Reading level General knowledge	Documentation/training/help Writing style and level Screen density/complexity
Language	English not first	Writing style and level Labeling and layout Alternate versions
Computer experience	How much What kind	Modality Wizards/tutorials/tooltips Mnemonics/accelerators
Domain expertise	How much	Documentation/training/help Screen density/complexity
Expectation	Appearance Behavior Coherency	UI structure Theme Detail design

2-11

In an ideal world, a software interface can be designed just for you.

Realistically, we design for:

- The average user (e.g., children on a kids' site),
- The "lowest common denominator" (e.g., 8th grade reading level), or
- A reasonable range of users (e.g., from novice to expert computer users).

User profiles allow us to describe our user group or different types of users.

Task Profiles

Characteristic	Variable	Design Implications
How many	Primary tasks Sub-tasks	Information architecture Navigation structure
Dependencies	Discrete/related Focused	Cross-over links Levels of information Fusing data
Importance	Most to least	Prominence Placement
Frequency	Most to least	Control selection Page density/complexity
Flow	Order of tasks Order of sub-tasks	Sequencing Layout
Criticality	Time Mistakes	Control selection Error management

Understanding general task requirements
involves knowing the right questions to ask.

Environment Profiles

Characteristic	Variable	Design Implications
Location	Indoor/outdoor Weather exposure	Equipment options Position entry
Workspace	Cramped/spacious	Display size Position entry
Lighting	Bright to dim	Color Contrast Fonts
Hardware	Monitor size/resolution Color system Sound card Video card	Legibility Presentation options Color palette Compatibility
Software	Browser Technology constraints	HTML/script support Response time Detail design Compatibility

2-14

The value of conducting an environment profile:

- To understand and communicate assumptions about the environment in which the interface will be used (e.g., In what context will users be working?)
- To clarify what is fixed and what can be changed
- To drive task and/or interface design decisions ("design to" guidelines)